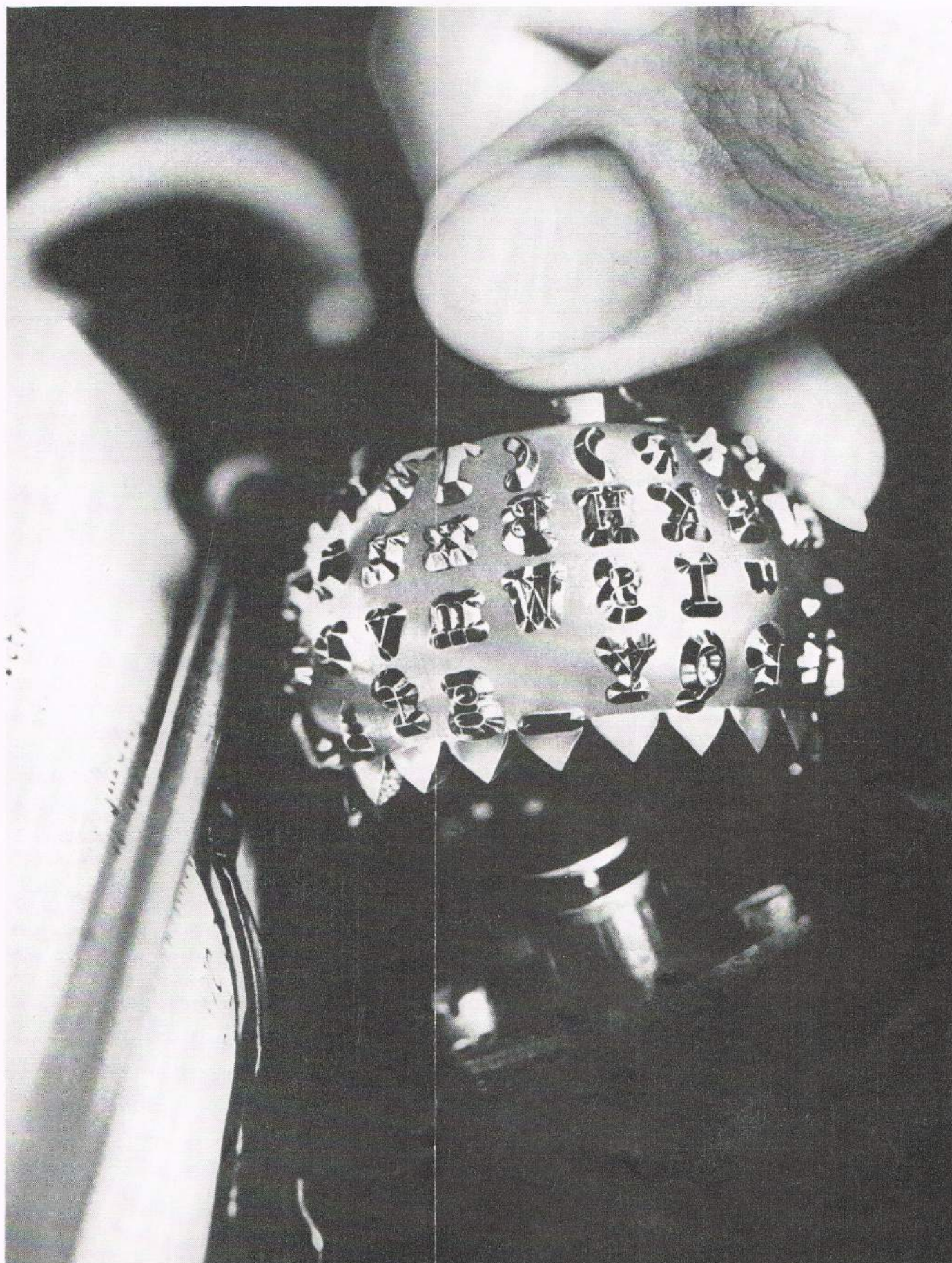
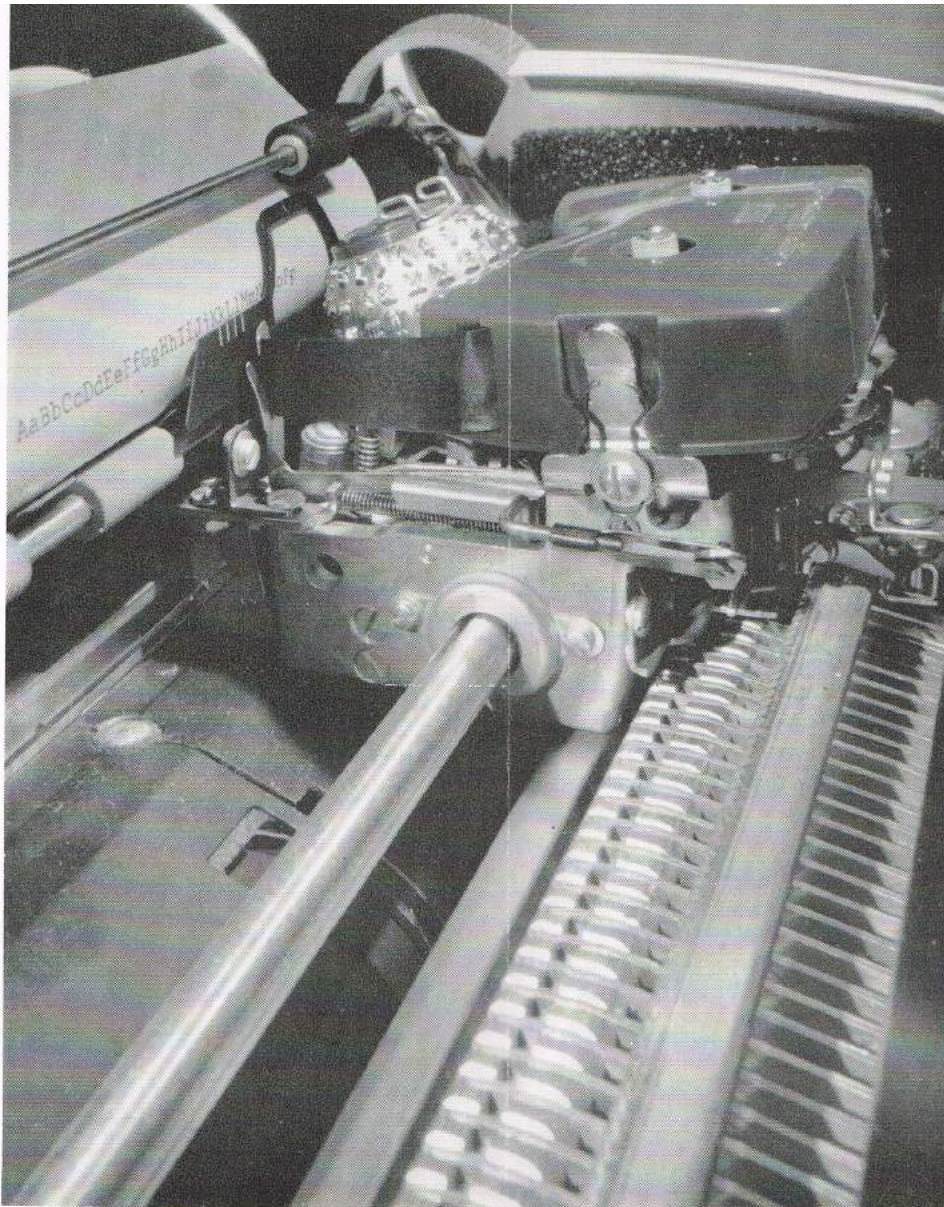


IBM

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IBM World Trade News





THE NEW IBM TYPEWRITER

London's Business Efficiency Exhibition had never seen anything like it. When IBM's new *72 Electric Typewriter* made its debut October 2, it drew more attention—and more orders—than any other product on display. As N. E. Hearson, IBM United Kingdom's ET Manager, put it: "I cannot recall such a tremendous response. We are jubilant."

Reginald Maudling, Secretary of State for the Colonies, opened the exhibit. With him on the platform was IBM World Trade Vice-President C. K. Campbell. During the exhibition, twenty salesmen and demonstrators were kept hard at work explaining, demonstrating—and taking orders.

In addition to its feature role at the London exhibition, the IBM 72 was also a highlight of the SICOB office equipment show in Paris. IBM's revolutionary new typewriter was officially announced in Europe on October 16 and was enthusiastically received at press conferences in Italy, Germany, Sweden, Denmark, Finland, Netherlands, Belgium and Switzerland. The 72 is now on sale in Europe in nine keyboard languages.

Although the IBM 72 is marketed in the United States and in Canada (where it was introduced in September) under the trademark *SELECTRIC*, a number

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This advertisement is appearing in full color in selected international publications.



GEORGE WASHINGTON, IN BRONZE, STANDS IN THE MIDST OF BANKS, INSURANCE COMPANIES, INVESTMENT HOUSES—AND IBM ELECTRICS, THE FAVORITE OF WALL STREET EXECUTIVES.

Writing history on Wall Street

Wall Street has written its own history of the United States. You'll find it hidden away in old files—a letter on insurance for a trading voyage to China, a request for a bank loan to build a Pittsburgh steel furnace, a note on shares issued to push a railroad over the Rockies.

Many of the Street's treasured records are not only the stuff of history but also handsome specimens of clerky craftsmanship. Wall Street learned a long time ago that a business letter, whether it goes just across the street or clear across the world, tells much about the character and standing of the sender.

Meticulous copyists no longer toil to make each line, letter, word, strong yet graceful, but Wall Street still values the appearance of its business papers. In New York's financial district more executive letters are written on IBM Electrics than on any other typewriter.

The IBM Electric's beautiful type faces are the work of master designers. Smooth-flowing electricity produces the sharp, even impression, crisp on the page. The result weds the craftsmanship of the skilled typist to the speed of the machine.

Wall Street still writes history—much of it on IBM Electrics.

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GLEAMING WHITE, THE IBM EXECUTIVE ELECTRIC TYPEWRITER IS AT HOME IN THE PARIS SALON OF THE GREAT FASHION HOUSE OF CHRISTIAN DIOR.

The dress, Christian Dior—the typewriter, IBM

Any woman who cares can tell a Dior original. The unmistakable line, the intuitive feeling for perfect proportion, are the marks of a great couturier. This ability to transform a few yards of fabric into a triumphant creation is Christian Dior's heritage to the fashion house that bears his name—one of the few to build high style into big business.

Many people will find it equally easy to recognize the IBM "Executive" Electric (*la Direction* in France) modestly posed in the foreground. Right at home in the House of Christian Dior, it is the typewriter used for correspondence of Dior executives.

In a typewriter, great design blends aesthetic satisfaction with performance. Proportional spacing of each character makes a line typed on an IBM "Executive" unmistakable, makes a Dior letter as handsome as a Dior gown. And since the design has been rigorously tested, carried out with finest materials and painstaking craftsmanship, the machine enables a secretary to perform at top efficiency.

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No wonder the IBM "Executive" Electric is hard at work all over the world in distinguished business houses such as Dior. The combination of beauty with efficiency is hard to match.

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